

# FEDERAL STATION ISSUE ADVERTISING REQUEST SHEET

(To be filled out and kept on file for public inspection)

**To:** Marta Salazar  
**Station:** WFTS Tampa  
**From:** Mentzer Media  
**Date:** August 13, 2012

**This request was:**

☒ Accepted

☐ Rejected

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**Agency:** Menzter Media  
**Address:** 600 Fairmont Ave. Suite 301  
Towson, MD 21286

**Phone#:** 410-825-7034  
**Fax#:** 410-321-4516

**Contact:** Lauren Schumacher

**Issue:** 60 Plus Issues

***Candidate Mentioned:***

***Election Mentioned:***

**Sponsor:** 60 Plus Association

**Address:** 515 King Street | Suite 315 | Alexandria, Virginia 22314

**Phone:** 703.807.2070

**Executive Officer(s):** James Martin

**Title:** President

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.5em; margin-left: 100px;">WFTS</span>	<b>Date:</b> <span style="font-size: 1.5em; margin-left: 10px;">8/13/12</span>
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

**Total Charges:**     \$ 8500.00     GROSS

This broadcast time will be used by: 60 Plus Association

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes                      ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

11-8-11      James L. Martin      703-807-2070  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



WFTS

# ORDER

Flight Dates 08/22/12-08/28/12

Contract / Revision 307856 /

Original Date / Revision  
08/14/12 08/14/12

Advertiser 60 Plus Association

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

Senate

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1905

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	4	\$4,335.00	\$5,100.00	0.00	07/30/12	08/26/12	4	\$4,335.00	\$5,100.00
September 2012	3	\$2,890.00	\$3,400.00	0.00	08/27/12	08/28/12	3	\$2,890.00	\$3,400.00
Totals	7	\$7,225.00	\$8,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WFTS	08/22/12	08/28/12	M-F 6-7a	CM	558-7a	11-11--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/22/12	08/28/12	11-11--			4		\$850.00		0.00				



WFTS

Print Date: 08/14/12

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Contract / Revision     **307856**     Flight Dates **08/22/12-08/28/12**

Hiatus Dates

Original Date / Revision    08/14/12/   08/14/12

Order Sep    00:20:00

Advertiser    **60 Plus Association**

Product **Senate**

Estimate #    **1905**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WFTS	08/22/12	08/28/12	M-SU 11-1135p ABC Action News	CM	11-1135p	1-1---1	:30	3	\$1,700.00	P-3	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	1-1---1			3			\$1,700.00		0.00			
Totals														7	\$8,500.00